

***IN THE UNITED STATES PATENT AND TRADEMARK OFFICE***

Applicant: Kazuhiro ISHIDA

Title: ADVERTISEMENT SYSTEM AND  
ADVERTISEMENT DISPLAY METHOD

Appl. No.: 10/077,765

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Examiner: Alvarez, Raquel

Art Unit: 3688

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Number:

**REPLY UNDER 37 CFR 1.116**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This communication is responsive to the Final Office Action dated September 19, 2008, concerning the above-referenced patent application.

**Remarks/Arguments** begin on page 2 of this document.